Nova Scotia

Department of TOURISM

ANNUAL REPORT

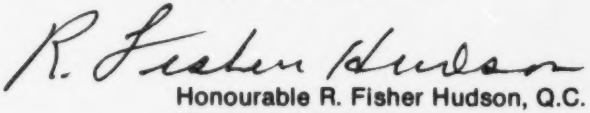
for the fiscal year
ended march 31, 1983

To His Honour
The Honourable Alan R. Abraham, C.D.
Lieutenant Governor of Nova Scotia

May it Please Your Honour:

I have the honour to submit the Annual Report of the Department of Tourism for the fiscal year ending March 31, 1983.

Respectfully submitted

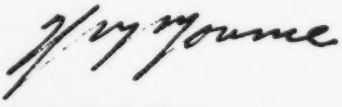


Honourable R. Fisher Hudson, Q.C.
Minister of Tourism

The Honourable R. Fisher Hudson, Q.C.
Minister of Tourism
Province of Nova Scotia
Halifax, Nova Scotia

Sir,

I have the honour to present to you the report of the Nova Scotia Department of Tourism for the fiscal year ended March 31, 1983.



Kenneth M. Mounce
Deputy Minister

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FINANCE AND ADMINISTRATION DIVISION

The Finance and Administration Division co-ordinated the implementation of results indicators throughout the divisions of the Department during the year.

Results indicators are measures of performance that reflect the objective and outputs of the activities involved. They can be expressed in terms of efficiency, quality of service, effectiveness and level of service. The planning and measurement of indicators of performance will provide new information for decision making purposes and enable the more effective delivery of program services by departmental management.

To complement results indicators, an improved system of budgetary control with new financial reporting was also introduced during the year. Basically, the system involves an on-going process of forecasting program revenues and expenditures, obtaining executive approval for the forecasts and controlling actual Revenues and Expenditures to ensure they are in line with the forecast. The system recognizes that circumstances supporting the original budget may change and allows a structured approach for the consideration of change and revisions to the financial plan.

A revised furniture and equipment inventory system was implemented whereby the Division maintains a separate record of all furniture and equipment acquisitions and transfers. This enables an independent audit of the inventories as completed by divisional management to ensure all items are reported.

In order to facilitate the completion of the inventories, the control records are maintained, and updated by the central word processing system.

The power and versatility of the Wang OIS 140 word processor was further demonstrated by its ability to input, revise and communicate to the typesetter, the text material for the Department's major publication of 240 pages, "Treasure Guide". This resulted in a significant saving in man-hours usually required to prepare this publication.

PROVINCIAL RESORT HOTELS DIVISION

This Division oversees uniform hotel administration and operation of provincially-owned resort facilities in three distinctive geographic settings of Nova Scotia. Although uniquely different in their accommodations, recreation and cuisine, the resorts combine traditions of excellence in hospitality for visitors and

patrons, and enrich the social and economic well-being of neighbouring communities through the increased use of local goods and services.

Although revenues were marginally increased this year, influences of a general downturn in hotel convention and group business were also experienced at the resort hotels.

Summer occupancy at the seaside resort of Keltic Lodge in the Cape Breton Highlands National Park declined by 3.5% from last year's figure of 89.6% during the period from the beginning of June to November 11, 1982. A variety of other programs and activities was undertaken at the Lodge during the remainder of the fiscal year in addition to the usual Alpine skiing operations at Cape Smokey.

During the operating period from May 21 to October 28, 1982, the riverside resort of Liscombe Lodge, near historic Sherbrooke Village, experienced an occupancy decline of 8.2% from last year's rate of 88.9%.

In its picturesque location at Digby, The Pines Resort Hotel, which operating during the period of May 27 to October 17, 1982, also showed a decrease in occupancy, from 71.8% in 1981 to 67.3% in 1982.

INDUSTRY DEVELOPMENT DIVISION

During this past fiscal year, the Division continued to administer the implementation of the D.R.E.E. — Tourism Sub-Agreement, together with its other functions of providing planning, development, technical, counselling and inspection services to the hospitality industry.

The remaining four regional development plans were completed during the year. These, along with the three plans completed earlier, were merged with the strategy plan of Voluntary Planning (Tourism Sector) to produce the Tourism Master Plan.

Technical assistance continued to be given to private sector individuals planning projects throughout the province. Some of these proposals are now being implemented as additions to the hospitality industry.

The Division was involved in the planning and development of the Tidal Power Interpretation Centre at Annapolis Royal. This facility will significantly enhance a visitor's experience of this attraction.

During the period June 14 - September 14, 1982, a Nova Scotia Visitor Expectation Survey was conducted. Two hundred and

four Offshore visitors, 643 United States visitors and 767 Canadian visitors, for a total of 1,614 visitors were interviewed. A series of 13 questions was used in each of the interviews. The key result of the survey indicated the following:

- 92% indicated they would recommend a Nova Scotia vacation to their friends; and
- 98% indicated that they considered a Nova Scotia vacation to be competitive in terms of price and value.

The Director participated in the hosting of the fifth Semi-Annual Meeting of the National Advisory Committee for Manpower, Education and Training in the Tourism Industry, during mid-October, 1982, at Keltic Lodge, Ingonish Beach, Nova Scotia.

Regular meetings of Voluntary Planning (Tourism Sector) were attended by the Director or his representative.

A continuing liaison was maintained with the Tourism Industry Association of Nova Scotia, the regional tourism associations, the Restaurant Association of Nova Scotia, the Innkeepers' Guild of Nova Scotia and the Federation of Chefs de Cuisine of Nova Scotia.

The Director was appointed to the board of directors of Check Inns Limited in July, 1982, and was elected chairman at the first meeting of the board. Meetings of the board of directors of Check Inns Limited are held every six weeks.

The Division was represented over the past year on a number of committees dealing with tourism statistics, land-use, ferry schedules, transportation, and off-shore oil and gas.

During the past year the Nova Scotia Accommodation Grading Program, a project of the Tourism Industry Association of Nova Scotia, was introduced to government and private sector representatives, from New Brunswick, Prince Edward Island and Newfoundland, by Nova Scotia private sector and government representatives. The Director participated in the meeting that unveiled the new program. The project may yet be successful as a regional accommodation grading program encompassing the whole of Atlantic Canada.

The director attended the Conference of Canadian Tourism Officials in June, 1982.

D.R.E.E. — Tourism Sub-Agreement

As this agreement neared its termination date of March, 1983, an extension was negotiated in order to complete various projects. The agreement now ends March 31, 1984.

Under the Tourism Development Incentives Program to date, 19 expansion grants, 97 modernization grants, and 22 interest rebates have been approved. This has exhausted all funds available for this program.

The highly visible Caribou Entry Point project was completed except for work on the parking lot. Work will be undertaken to complete the project during the spring of 1983.

During this fiscal year, work in Annapolis Royal continued and resulted in the completion of the Streetscape and Facade Programs. This work complements the restoration undertaken earlier. Agreement has been reached under the D.R.E.E.-Tourism Sub-Agreement for the development of a promotional brochure to maximize potential of the present Annapolis Royal Development Program.

In Sherbrooke, the restoration project continued.

The Beach Development Program on the Eastern Shore proceeded with the selection of the Tor Bay Beach to be developed. Construction was begun by the Department of Lands and Forests in the spring of 1983.

The Pictou Multi-use Entertainment Centre was completed and the official opening held in the fall of 1982. In Trenton, a new amphitheatre and park administration building were constructed in the Steeltown Park and officially opened in the fall of 1982.

The new Performance Centre and Orientation Building at the Iona Highland Village were completed and the official opening was held in July of 1982.

Industry Services Section

Programs:

1. Hospitality Awareness Research Program for Nova Scotia

The objective of the program was to research the attitudes of the employees of the tourism industry, with a view to creating an awareness among service sector businesses, management and employees, of the value of the customer to each individual business. Another aim was to provide information that will motivate management and employees to deliver attentive, friendly and hospitable service, to meet the needs of the visitors, guests, customers, and tourists.

This four-hour program was held in 73 locations throughout Nova Scotia for approximately 1,300 people in May and June, 1982.

2. DACUM (Develop a Curriculum Methodology) Chart

The DACUM Chart was set up for Nova Scotia Travel Bureau managers November 3 - 5, 1982. Work is progressing on the development of learning activity packages for a proposed training program.

3. Hotel Fire Safety Program

This program was conducted in ten Halifax-Dartmouth hotels to encourage operators and staff to become familiar with fire regulations, precautions and safety tips. The operators were also encouraged to have the fire department come in at a later date to review fire procedures with the remainder of the staff.

4. Training Programs

The Department of Tourism has in its library a series of 80 training programs. These programs are for the use of any tourism operators in the Province. From January to March, 1983, there were five operators who took advantage of this offer.

Counselling Sessions

There were five such sessions conducted on food and beverage operations.

Conventions Attended

The Manager, Industry Services, was a guest speaker at the Nova Scotia Retail Gasoline Dealers Association Convention on May 22, 1982, at Keltic Lodge. The Manager, Industry Services, also attended the National Advisory Committee at Keltic Lodge, October 17 - 21, 1982, and the TIANS Annual Convention at the Hotel Nova Scotian, March 25 - 27, 1983.

Complaints

There were 193 written complaints from tourists received by the Manager, Industry Services' office. One hundred and five were from the Tent Card Survey and 88 were in the form of a letter.

Inspection Services Section

The Inspection Services Section is responsible for the administration of the Hotel Act and regulations under the Act, and the Camping Establishments Regulation Act and regulations under the Act. The section has three functions: inspection, counselling, and statistics, with some personnel having overlapping duties. Personnel of the section include the Co-ordinator of Inspection Services, one accommodation development officer, a senior inspector of camping establishments and one campground inspector. The section is presently operating without two resource persons: one accommodation development officer and a secretary.

Accommodation

For the year 1982, there were 400 hotels licensed, an increase of 9 over the previous year. Total number of available rooms was 10,833, an increase of 62 rooms from the previous year. Average number of rooms per licensed establishment is 28.

INCREASES AND DECREASES

	Rooms Added	New Construction	Rooms Discontinued	Net
Hotels	89	54	45	+44
Tourist Homes	64	—	41	+23
Cabins	18	6	39	-21
Motels	26	21	10	+16
Increase/Decrease	197	81	135	+62

WRITTEN COMPLAINTS RECEIVED BY THE DEPARTMENT OF TOURISM

COMPLAINT	Roofed Accommodation	Campground	Restaurant	Other	Total	Percentage
Quality	47	6	6	—	59	30.6
Service	21	—	6	—	27	14.0
Cleanliness	25	6	—	—	31	16.1
Price Charged Different from Where to Stay Guide	23	—	—	—	23	11.9
Reservation Problem (Guaranteed Room, Check In)	15	—	—	—	15	7.8
Exchange on American Currency	6	—	2	—	8	4.1
Miscellaneous	10	—	—	20	30	15.5
TOTALS	147	12	14	20	193	100.0%

* Other includes: Garage Stations
Cab Companies
Ferries
Travel Agencies
Causeway
Prices too High
Mail Service
Taxes
Airports

Total Accommodation

	Rooms	Private Bath
Hotels	3,616	3,122
Tourist Homes	325	—
Cabins	1,359	915
Motels	5,533	5,501
	10,833	9,538
(Last Year)	10,771	9,477
	+62	+61

Total number of rooms available in various parts of the Province is as follows:

Valley	South Shore	Hfx./ Dart.	Eastern Shore	Cape Breton	Northumb. Strait	Fundy Shore	Total
1,957	1,027	3,308	210	2,757	767	807	10,833

Ten-Year Review

Over a ten year period, accommodation has increased from 9,627 rooms in 1972 to 10,833 rooms in 1982. This net increase of 1,206 rooms does not reveal the changes in standards that have taken place. During this period, 3,137 rooms have been constructed and 578 additional rooms have been provided in tourist homes. In this ten year span, however, there has been a loss of 2,509 rooms as older establishments have gone out of business.

Standards of accommodation in Nova Scotia continue to improve as new, modern rooms replace obsolete accommodation. While the number of hotels, motels, tourist homes, bed and breakfast establishments, shows an increase, the number of cabins has declined.

There were 439 inspections made by accommodation development officers and the Co-ordinator.

Following inspections, the accommodation development officers made a general evaluation of establishments:

Accommodation Quality

	Hotel Rooms	Motel Rooms	Cabin Rooms	Tourist Home Rooms	Total Rooms
Excellent	92	—	62	8	162
Very Good	1,635	1,630	135	42	3,442
Good	1,413	3,282	722	235	5,652
Fair	241	611	391	37	1,280
Poor	136	10	49	—	195
Not Rated	99	—	—	3	102
					10,833

Housekeeping

	Establishments
Excellent	11
Very Good	84
Good	271
Fair	31
Poor	2
Not Rated	3

Nineteen establishments were sold and continued operation under new ownership. Thirty-eight establishments made structural improvements. Swimming pools were provided in sixty-seven places of accommodation. Two hundred and thirty-three establishments have televisions in all units. One hundred and twenty-one establishments have telephones in all units. Ninety-two establishments serve breakfast only. Thirty-five establishments serve breakfast and dinner, but do not serve lunch. One hundred and eighteen establishments serve three meals. Two hundred and six establishments are open all year. One hundred and ninety-four establishments are seasonal. Four licenses were refused because the establishments did not meet with the requirements of the Hotel Regulations.

Paragraphs submitted to the Marketing Division for listing in the "Nova Scotia Where to Stay, What to See, What to Do", were checked by the accommodation development officers, and 356 establishments were listed in this publication for 1982.

During the year the section handled 90 inquiries concerning building, renovating or operating new accommodations. There were 30 projects completed, and twelve projects approved, but

not completed, at the end of the fiscal year. Eighteen additional homes were listed as tourist establishments.

Other Activities

1. The co-ordinator participated in career day programs in the following locations: St. Francis Xavier University, Antigonish; Dartmouth High School, Dartmouth.

2. The co-ordinator attended the annual meeting of the N.S. Farm and Country Vacation Association held in Truro.

3. The co-ordinator serves on the following boards and committees and attends regular meetings: Nova Scotia Resources Development Board; Hospitality Industry Development Project Team.

4. The co-ordinator is a member of the Nova Scotia Branch of the Canadian Food Service Executive Association.

5. The co-ordinator of inspection services and an accommodation development officer conducted a housekeeping course at White Point Beach Lodge.

Campground Inspection Services

There were three campground inspectors on staff until mid-July and two for the remainder of the year. Two hundred and twenty-five routine inspections were carried out on the existing private campgrounds. Twenty-five site visits were made with potential campground owners to determine the feasibility of campground development. Twenty-four visits were made to existing campgrounds to help with expansion plans. Ten in-office interviews were held with potential campground owners. Five complaints were looked at by the Senior Inspector with the respective campground owners. Twelve office visits were made by representatives of the Campground Owners Association to discuss their concerns.

Two weekend meetings of the Campground Owners Association were attended and reports from the inspection service were presented by the Senior Inspector. Four outdoor travel shows were attended during February and March in Harrisburg, Boston, Cleveland and Toronto. These shows were attended by the two

campground inspectors for the Development of Tourism and two campground owners representing the Campground Owners Association of Nova Scotia.

Ten meetings were held with area health units throughout the province.

Campground information was compiled for the 1983 Treasure Guide. A report on camping occupancy and trends is being prepared on the 1982 season by the inspection section.

Preliminary occupancy figures show an approximate 9% decrease in overnight camping in the private sector while seasonal camping is continuing to show an increase. Eleven campgrounds discontinued operation in 1982 while seven new ones opened for business. The total number of campsites remained approximately the same.

TRAVEL INFORMATION DIVISION

Editorial Services

The Editorial Services Section increased its distribution list during the year to 750 publications in North America and a few in Europe. Staff writers produced 29 major feature stories during the year in English and French. These stories, along with 10 photographs, were mailed to a total of 14,873 newspapers, magazines, tourism publications, and travel influencers.

Special attention continued to be given to liaison with travel writers across the continent and in Europe, providing ideas, information and research for articles promoting Nova Scotia as a travel destination.

The section also continued other regular functions — assisting other divisions of the department in audio-visual and promotional efforts, maintaining clipping files, and monitoring useage and value of editorial material disseminated by this section as well as material provided by this section for stories written by travel writers across the country. Monitoring efforts were incomplete, however, because clipping services had to be curtailed during the year for budgetary reasons.

Information Bureaus

This section provides information and services to visitors after arrival. Counselling is available to enhance the enjoyment of every vacation. Friendly, knowledgeable counsellors are trained to know what there is to see and do in their own area and in the Province in general, and are kept up to date on all attractions. The underlying purpose of supplying this information is to persuade the visitor to extend his or her stay at least one extra day, to return at another time and to tell friends and neighbours of the values of Nova Scotia as a vacation area.

Amherst, Yarmouth and Wood Island offer audio-visual presentations in a theatre setting. There is also a presentation available to the visitor in Antigonish.

Red Store, Historic Properties

The information office in Historic Properties has completed its eighth year of operation. The office is located in the Red Store Building on Privateers Wharf adjacent to the permanent berth of Bluenose II. The centre is staffed year round by four permanent members and additional casual staff is employed for the tourist season.

During this reporting period, 92,214 visitors were welcomed here, an increase of 5,550. The staff also processed 25,363 phone calls, and responded to 70,734 mail enquiries.

Distribution Centre

Approximately 3,136,639 pieces of Department of Tourism and private sector literature were distributed to our tourist information offices and bureaus, municipal tourist bureaus in Nova Scotia, the Canadian Government Office of Tourism, and to travel agents, tour wholesalers, automobile clubs, Canadian embassies and trade commissions.

Over 112,864 pieces of mail passed through the Distribution Centre postage machine, and several thousand letters were mailed from Main Office in response to enquiries which could not be dealt with by literature alone.

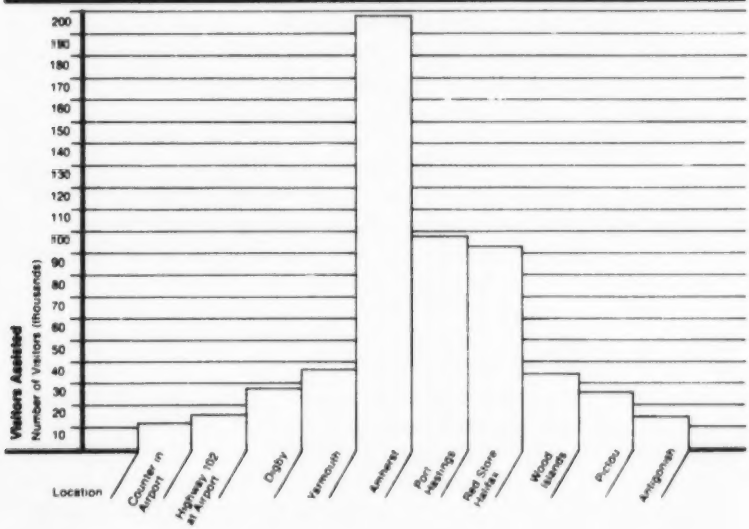
The Distribution Centre prepared in excess of 49,000 information kits to be used by the Portland Office, as well as preparing and mailing over 78,000 kits to various addresses in Canada, the United States and overseas.

GENERAL DATA
VISITORS INFORMATION CENTRES
April 1, 1982 - March 31, 1983

Location	Season	Services Offered	Inform. Counter	Staff PEP	Caretakers
Yarmouth	May 16-Oct. 31	Inform. counter, lawns & flowers, artifacts & displays, theatre	4	3	1
Digby	May 15-Oct. 31	Inform. counter, lawns & flowers	4	3	1
Highway 102 at Airport	June 15-Sept. 10	Inform. counter, lawns & flowers	2	3	—
Airport counter	Year-round	Information center	3	—	—
Amherst	May 1-Oct. 31	Inform. counter, lawns & flowers, artifacts & displays, theatre, piper, extensive grounds & gardens	12	3	9
Pictou	May 24-Oct. 15	Inform. counter, lawns & flowers	5	3	2
Wood Islands	June 15-Sept. 15	Inform. counter, lawns & flowers, artifacts & displays, theatre	5	1	1
Antigonish	May 15-Oct. 15	Inform. counter, lawns & flowers, artifacts & displays	4	2	1
Port Hastings	May 15-Oct. 15	Inform. counter, lawns & flowers	9	4	1
Halifax Red Store	Year-round	Inform. counter	14	2	—
		TOTAL	62	24	16

Visitor Information Centres April 1, 1982 - March 31, 1983

Visitors Assisted	11,304	13,169	29,765	45,864	199,681	99,975	92,214	44,767	35,541	14,458	= 586,738
Reservations Through Check Inns	–	–	–	300	1619	2715	779	1362	448	1108	= 8,331



Audio-Visual Services

The audio-visual section is responsible for the maintenance of a 35mm color slide collection of tourism-oriented material, the support of marketing programs through the production of slide presentations, the servicing of color and black and white photographic requests from the travel trade, the production of A-V presentations for tourist information centres, and the maintenance of A-V equipment and displays within the department and the travel information centres.

Audio-Visual Productions, 1982-83

— **Tourism Orientation A-V** (overview of tourism department, staff and functions) produced for in-house staff and general public awareness.
— **Nova Scotia Tattoo A-V**, produced for promotion of Tattoo '83. Video cassette version also produced.
— **Old Home Summer, Marketing Promotion A-V**, produced for

Canadian Direct Marketing Association's R.S.V.P. competitions.

— **International Gathering of Clans A-V**, produced for promotion of second International Gathering of Clans in Nova Scotia, 1983. Video cassette version also produced.
— Eight-minute video cassette version 'Discover Nova Scotia 1983', produced for Industry Development Division, produced by editing clips from existing 15mm film prints with new sound track.
— Four hundred photographic requests processed for travel trade, travel writers and covention trade.
— Visual updating of slide shows for Amherst and Wood Islands travel bureaus.
— 5,000 slides added to Tourism file, bringing total to 15,000 general slides of Nova Scotia. This year's shoot focused on Cape Breton and Annapolis Valley regions.

MARKETING & PROMOTION

Nova Scotia was the only province in Canada to show an increase in tourism, highly attributed to the success of the Old Home Summer program. Combined with the N.S. Tattoo, 396 festivals and events operated under the Old Home Summer theme. A contest produced a theme song "Come Home to Nova Scotia By The Sea", which was used extensively in the regional advertising campaign.

Advertising

Market segmentation was continued in our advertising program. Cooperation was the key with the advent of numerous cooperative ventures with private and public sector organizations — Andres Wines in the production of Old Home Summer wine and Eastern Provincial Airways as official carriers for Old Home Summer.

To respond to the lower-than-expected numbers using the ferry system docking in Yarmouth, a special campaign was launched — "Don't Miss The Boat" with Prince of Fundy cruises and "Shore To Shore Savings" with CN Marine.

The advertorial — a combination ad and editorial on Nova Scotia in 4/8 page format was introduced for the first time as an

advertising vehicle to reach specific traveller groups, i.e. for the historical buffs, an eight-page section was inserted in the *Historical Times* series.

Seed money was made available to help develop administration for upcoming promotions — Tall Ships, 1984; Loyalists Celebrations, 1983; and International Gathering of the Clans, 1983.

Total Advertising Expenditures 1982-83

Creative & Production	$338,300
Canadian and North Eastern US	936,200
Regional	33,000
Cooperative	727,500
Trade	240,000
	$2,275,000

Research Section — Tourist Data Summary

Non-resident travellers by all modes of transportation spent $195,313,200 in 1982 (June 1 .o October 31).

Approximately 1,153,581 non-residents visited Nova Scotia with most arriving by automobile (82.6%); air travellers, our second largest segment (8.9%), and the motorcoach traveller, third, (4.3%) (June 1 to October 31).

Of the total expenditure figure, $137,873,500 (70%) was spent by motor vehicle travellers; $34,422,000 (17%) was spent by air travellers; and $21,372,600 (11%) was spent by motorcoach patrons.

Total Non-Resident Spending in Nova Scotia
By Mode of Transportation (June 1 to Oct. 31, 1982)

	Direct Expenditures	Percent of Total
Motor Vehicle Visitors	$137,873,500	70
Air Visitors	32,422,000	17
Motorcoach Visitors	21,372,600	11
Train and Bus Visitors	3,645,100	2
Total	195,313,200	100

Occupancy Statistics

Room Occupancy statistics in percentage are as follows:

	1978	1979	19780	1981	1982
Hotels	57	62	64	61	62
Motels	54	56	58	57	55
Tourist Homes	25	32	30	33	34
Cabins	43	32	44	45	47

These statistics were compiled by the Research Section.

Guest/Day Statistics on the number of guests accommodated are as follows:

	1981	1982	Increase/ Decrease	
January	121,901	121,660	-241	
February	142,390	131,526	-10,864	
March	159,050	157,514	-1,536	
April	165,587	140,919	-24,668	
May	208,161	184,018	-24,143	
June	277,080	242,600	-34,480	
July	447,638	461,000	+13,362	
August	470,546	456,085	-14,461	
September	365,184	332,611	-32,573	
October	219,460	203,956	-15,504	
November	137,970	126,383	-11,587	
December	90,873	85,880	-4,993	
	2,805,840	2,644,152	-161,688	(-6%)

These figures indicate a decrease in the number of guests accommodated for each month of 1982 except for the month of July.

Fam Tours

The familiarization tours listed below were cost-shared with the airlines, Canadian Government Office of Tourism, Atlantic Canada Travel Plan and Nova Scotia Department of Tourism.

FAM TOURS
April 1, 1982 - March 31, 1983

Groups	No. of Participants
German Tour Wholesalers	15
Dutch Travel Agents	15
Kaplan Tours (Western Canada Agents)	25
CP Air (UK Travel Agents)	20
Chieftain Tours (Western Canada Agents)	25
CP Air (Quebec Media)	10
Air Canada (Swiss Travel Agents)	15
Laughlin Tours (Texas Agents)	25
Horizon Holidays (Texas Agents)	25
Horizon Holidays (Western Canada Agents)	25
Horizon Holidays (Florida Agents)	25
Holiday House (Ontario Agents)	25
Holiday House (Western Canada Agents)	25
UTL Holiday Tours (California Agents)	25
CP Air (European Media)	6
Gordon Clapp Travel	10
	316

Individuals

Jack Bresterfeld	Copley Newspaper Service
Mr. F. Pratesi	World Wildlife Fund, Italy
Mr. Karl Lohmann	CP Air Advertising Campaign (European Market)
Mr. Jim Negron	Third Century Tours (Miami)
Mr. Peter Carnahan	Early American Life
Mr. Bill Fox	Fox Bus Lines (Worcester, Mass.)
Mr. Pierre LePage	Universal Fam Finders Tours (Regina)
Mrs. Erma Perry	Washington Times, Portland Telegram Christian Science Monitor
Graydon Carter	Time Magazine
John Scott	News Editor — Glasgow Evening Times
Jacques Dhaussey	Le Figaro
Collette Copeland	Leisure Ways
Pat Bland	Country Magazine

Virginia Morell	Freelance Writer (California)
Gilbert Moore	Freelance Writer (Quebec)
Maria Lemhart	Christian Science Monitor
Simon Winchell	Forlow Tours
Steve Libby	Freelance Writer
Peter Carlyle	Freelancer-Winnipeg Free Press, MacLeans, Winnipeg Magazine
Mike Durham	Americana Magazine
Mrs. Edie Hill-Thibou	
Mr. Ted Stevens	Tourism Antiqua
Bill Hinds	Travelling Texans
Brian McCallen	Freelance Writer
Mike Braden	Canadian Yachting Association
Norma Kendell	Freelance Writer
Patrick Schupp	Virus Magazine
Beckham Tours	
Mary Lou Abbott	Houston Chronicle
Camara Tours	Ed Camara
Pauline Eckhart	Freelance
George Gruenefeld	Travel Times
Post Road Stages	Tour Company
Wesley Schurman	Freelancer
David Cheeseman	Dyton Holidays

Outdoor Writers & Photographers

Lee & Joan Wulff	Lee Wulff Productions
Ken Knapp	Field & Stream
John Randolf	Fly Fishermen
Larry Rizou	New York Times
Paul Slominski	German Fishing Magazine
Wendall Watson	Pittsburgh Press
George Gruenefeld	Atlantic Salmon Journal
Rick Rouse	
Dennis Rouse	
Chuck Kastler	Trailer Life Magazine
George Conrad	American Hunter Magazine
Jim Gorley	Field & Stream Magazine
Bob Wyatt	Great Journeys Travel Magazine
John Delves III	Backpacker Magazine
Tony Maise	Atlantic Salmon Journal

Attractions & Events

Under the Attractions and Events Grants Program, 90 grants were awarded through local tourist associations to eligible festivals and events within their geographic area. The total amount granted was $102,725.

Three hundred and ninety-six festivals and events were listed in the "Old Home Summer" Calendar of Events Map.

The majority of these festivals and events received (free of charge) customized "Old Home Summer" posters, invitations and street banners.

An appropriate supply of tourist literature and promotional materials was supplied to delegates attending in-province conventions, conferences, seminars and small meetings. Special attention was given however to those delegates attending out-of-province conventions attempting to encourage groups to consider Nova Scotia as a future convention site.

Enrollment in "The Order of Good Time" exceeded 25,000, remaining one of the most popular promotional "tools" employed by the department.

Portland Information Office

The Portland Information office provides information, travel counselling and accommodation reservation services for Nova Scotia to residents of the United States.

With computer terminal facilities available as the terminal point in the USA for the Check In service, Portland office is able to process enquiries and convert same to reservations for both consumers and travel agents. In the current year the Portland Office will respond to some 45,000 enquiries and will receive over 7,000 visitors to the office.

During the off-season months, staff attend travel trade activities in the New England area, participate in major trade shows and conventions, and cooperate with the Canadian Government Office of Tourism in their travel trade market activities.

Convention Development and Sales

The World Trade Centre, Halifax, has assumed the major portion of convention development and sales in liaison with the Nova Scotia Department of Tourism. The Nova Scotia Department of Tourism offers support services to conventions both in and out of province.

Literature

Following the major combination of the 1981 literature, the updated 1982 edition contained sections for campgrounds, festivals and events, tour book section and accommodations. The 144-page magazine size (8 1/2 x 11) publication was printed in a quantity of 400,000 copies.

The 64-page French edition contained the same combined information, but without the tour book section. Some 25,000 copies were printed to answer mail requests and counter enquiries.

The Division continued to print 60,000 copies of an updated sports and activities publication (40 pages) and added several new sections (hostels, motor sports and bicycle) in 1982.

The Division maintained attractions industry involvement by co-operatively publishing 125,000 attractions, four colour magazine-size editions. Of these, 75,000 were stapled in the "3 W's" publication to act as an additional lure item while 50,000 were for across-the-counter requests.

Some 525,000 maps were printed with approximately 80 transportation and tourism updates. The "festivals and events" maps were again printed, with 4,000 of the large and small maps in circulation. This brought the Division's total general literature to over 1,140,000 pieces available for distribution. An additional bonus for the department was another first: most of its live and action photos involved department personnel.

Special support literature and material:

(1) Old Home Summer

- Generic posters
- Community event posters (large and small)
- Events banners
- Events invitations
- General information packages
- Personal invitations and envelopes
- Christmas cards and envelopes
- Identity buttons
- Decals (large and small)
- Records and song sheets
- Envelopes
- Newspaper tabloid (24 pages)
- Festival and events tabloid (8 page)

Co-op with Esso

(2) International Gathering of the Clans brochure

(3) Museum support program

- Captain's Logs update inserts
- Captain's Logs stamps
- Master Mariner coins

(4) Motor coach tour operators
Travel Trade manual

(5) Industry advertising opportunity
Information flyer and rate card

BLUENOSE II

Nova Scotia's ...ing ambassador of goodwill, the schooner Bluenose II, enjoyed one of her most successful public relations years ever during her 1982 operating season.

In late May of 1982, the schooner undertook a month-long voyage to the United States east coast with the objective of promoting Nova Scotia as a tourism destination region to the major east coast U.S. market area. During this voyage, she visited five major U.S. east coast cities, including Portland and Boston. At Norfolk, Philadelphia, and Newport, Bluenose II was part of a fleet of 20 vessels which paraded together commemorating the 300th Anniversary of those cities and she returned home June 28 in time for the commencement of her regular sailing season in Nova Scotian waters.

An estimated 4,500,000 people visited the fleet during this promotional voyage, and American television programs such as "Real People", "Good Morning America", and the CTV network's program "Thrill Of A Lifetime", all utilized Bluenose II for development of their respective network shows. In addition, the NBC network broadcast live from Bluenose II during the Parade of Sail into Philadelphia. The Nova Scotia Department of Tourism combined with the Canadian Consulate at Boston and at Philadelphia for the carrying out of various charters for travel industry representatives along the United States east coast, thereby promoting Nova Scotia to the travel industry in the areas concerned.

During the months of July and August, 1982, Bluenose II undertook her normal harbor cruises for the general public, sailing

three times daily, and providing some 8,000 people with a unique experience aboard a true, ocean-going, sailing vessel. The cruises also provided direct revenues through ticket sales, souvenir sales, and charters during the summer months.

The schooner also visited Sydney, Nova Scotia, during Action Week celebrations, and during the Nova Scotia Fisheries Exhibition in Lunenburg, Bluenose II was utilized for the annual International Dory Races in Lunenburg Harbour.

Her sailing season concluded at the end of September in preparation for a program of restoration to the ship's hull. This would include the first planking and reframing of the vessel (mainly in her midship's section) since her construction in 1963. This is the last stage of an overall refit of the entire vessel. The program guarantees that the Bluenose II meets any and all requirements of the Canadian Coast Guard Ship Safety Branch. The vessel also obtains formal approval from the Safety Branch to carry out her role as a promotional vehicle for the Province of Nova Scotia for many years to come.